

MO/MBL/46E

7th August 1980

R. Baxon, Esq.,
Imperial Tobacco Ltd.,
3810, rue St. Antoine,
MONTREAL,
P.Q., CANADA.
H4C 1B5.

Dear Bob,

I trust that you have experienced no insurmountable difficulties in commissioning the INGRID and DELTA programs. It occurred to me that you and the people in computing might find it useful to acquire a copy of the following book, edited by Patrick Slater, the originator of the programs you now have.

"The measurement of intrapersonal space by grid technique. Volume 2: Dimensions of intrapersonal space." John Wiley & Sons, London, 1977.
ISBN 0 471 99430 2

This volume describes the rationale and mathematical models behind INGRID and DELTA and contains some useful insights into the interpretation of the output. Should you experience any difficulty in obtaining a copy, please let me know and I shall send one from the U.K.

I look forward to hearing about the further development of your brand image study in due course. Do not hesitate to get in touch if you think we at GRADC can be of any further assistance.

Please convey my thanks to all the people at IIL who contributed to making my short visit so enjoyable. To you and Ann a particular thank you for your generous hospitality which was very much appreciated.

With kind regards.

Yours sincerely,

MO

M. OLDMAN

cc DR. L.C.F. Blackman, R&DD, Millbank.

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